RJ Reynolds Tobacco Company

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Retail & Wholesale Trade Marketing
Extension 4360

# INTERCOMPANY MEMORANDUM

**DATE:** December 2, 1997

**TO:** Rich Kane
Jerry Loftin
Larry Poole
Bill Roth
Peter Schmidt
Mark Young

**SUBJECT:** Retail Selling Tool - Best Practice

I have recently received several requests for a "selling tool" for Sales Representatives to utilize when addressing legislated non-self-service opportunities with retailers.

FSC-146-A "Legislated Non-Self-Service, RJR Merchandising/Presence Development (Package Outlets)" was developed as a retail selling tool. The intent was to enable our Sales personnel to select the slides/pages in the RJR Solutions tab, which align the closest to the actual retail scenario, thus creating a customized presentation for the retailer.

Pittsburgh RSM, Peter Schmidt, created a presentation for his Sales Representatives. You may have already developed something similar to this; however, I am forwarding this to you as one example of how the presentation materials may be tailored to suit your needs.

Please let me know if there are additional tools that need to be made available to support our Sales personnel. Your recommendations are appreciated.

If you have any questions or need additional information, please call me.

*Jim*

J. E. Perry

JEP:mh

Enclosure

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